

automechanika

DUBAI

The Middle East's leading international trade fair for the automotive industry targeting trade visitors from Western Asia, Eastern Europe, the CIS and Africa



June 11 - 13, 2013

Dubai

www.automechanikaDubai.com

**Truck
Competence**



messe frankfurt

Automechanika Dubai

Maximise your trade potential in 2013

With the steady growth in the automotive parts industry in the region, Automechanika Dubai plays a crucial role in the economy of the Middle East & Africa region.

Automechanika Dubai aims to raise the bar in the products and services available for the automotive aftermarket in the wider Middle East region by bringing international manufacturers and suppliers together with regional distributors and buyers.

Exhibitor numbers hit an all-time high at Automechanika Middle East 2012, with 1,324 exhibitors (90% international) from 56 countries. Business focused, targeted and results driven – exhibitors at Automechanika Middle East once again experienced that an investment in the show was well worthwhile.

"AMME is the ultimate platform for spare parts in the Middle East to launch new products, to find new customers, and to have a good setup in the Middle East area."

Stefan Gottweis, Managing Partner, Kistenmacher Auto+Technik

2012 Visitors

20,715 Visitors from

120 Countries

52% International Visitors

2012 Exhibitors

1,324 Exhibitors from

56 Countries

90% International Exhibitors

International Support

The exhibition enjoys the ongoing support of **32** international trade associations and **22** official country pavilions.

Supported by:



Media Partners:



Why you should exhibit at Automechanika Dubai 2013

- Dubai is the central hub for the Middle East market, providing easy access to all the major players in the industry
- It is the ideal place to approach over 21,000 potential buyers and meet existing customers
- It is an opportunity to explore new markets and generate sales leads
- With visitors from 120 countries, sourcing agents and partners will be easier
- Discuss business needs of customers in a neutral business environment
- Build relationships with existing customers to consolidate your market position
- Present your product range to your customers and prospects
- Generate media exposure for your company and build brand awareness

"AMME brings the region to me and allows me to go to the Middle East rather than just Dubai."

Tony Rodwell,
Compak Ramps,
Global Marketing
& Sales Director

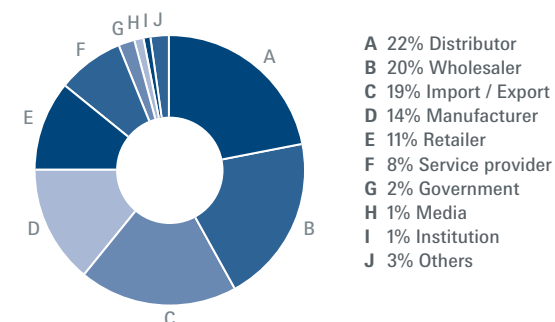
Top 10 visiting countries

- UAE
- Iran
- Saudi Arabia
- Pakistan
- India
- Jordan
- Lebanon
- Kuwait
- Egypt
- Turkey

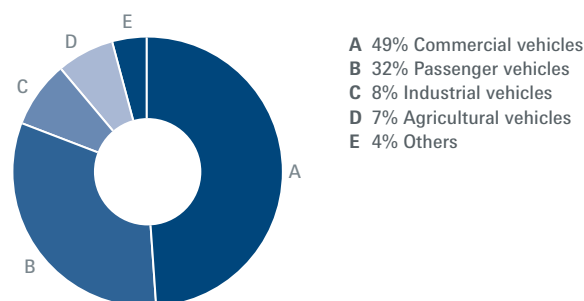
Industry professionals from the following industries:

- Spare parts and accessories
- Car repair shops
- Service stations
- Production of vehicle fittings (OEM)
- Fleet management
- Organisations / associations
- Garage equipment and tools
- Government officials / public authorities

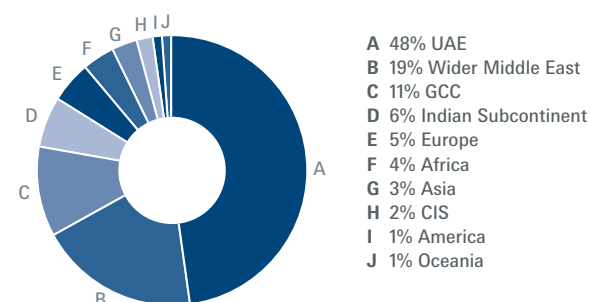
Trade Visitor Origin by Business Type



Product Interest of Trade Visitors



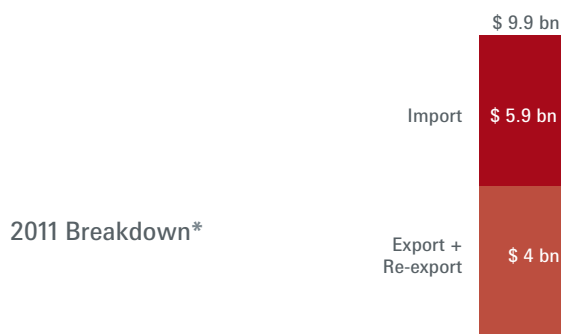
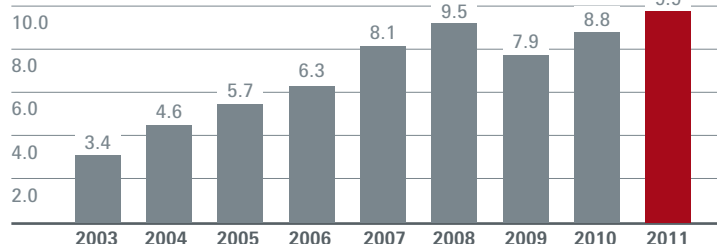
Trade Visitors by Origin



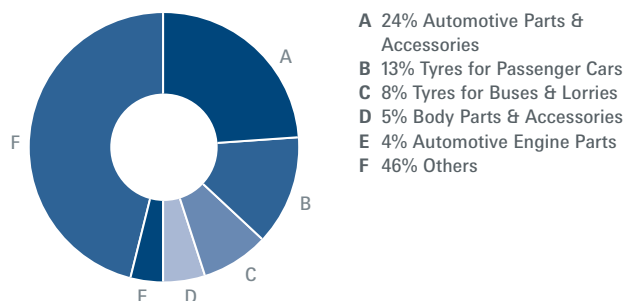
The Market

Auto parts total trade in Dubai from 2003 – 2011*

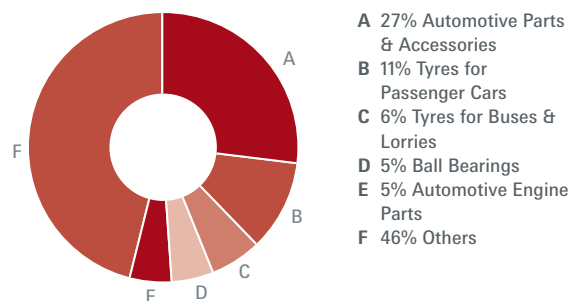
Values in Billion US\$



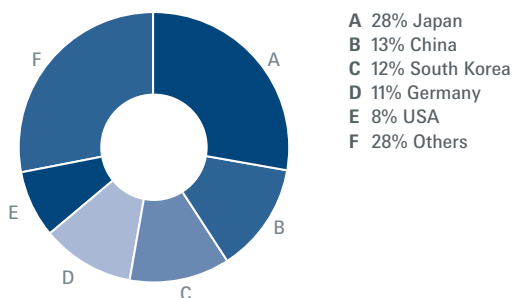
Automotive imports by product groups*



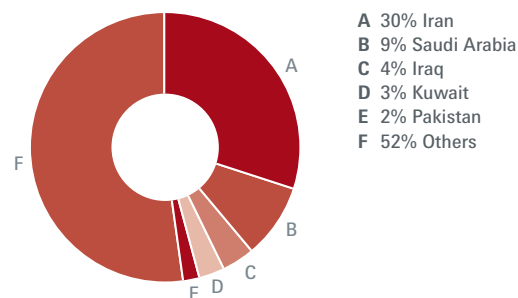
Automotive exports by product groups*



Automotive imports by country of origin*



Automotive exports by destination*



Total Trade = Direct + Free Zone + Customs WH

2011 Dubai Total ⁽¹⁾ Foreign Trade in Selected Products

HS-CODE: 87089900

Automotive Parts & Accessories – Imports to and Exports from Dubai

Imports to Dubai

Top 5 Countries

1	Japan	28%
2	South Korea	19%
3	Germany	18%
4	USA	8%
5	China	5%
Other Import Sources		22%
Total USD		1,395,415,171

Exports + Re-Export

Top 5 Countries

1	Iran	24%
2	Saudi Arabia	8%
3	Russia	6%
4	Finland	5%
5	Afghanistan	4%
Other Export Destinations		53%
Total USD		1,068,795,948

77%

HS-CODE: 84099900

Automotive Engine Parts – Imports to and Exports from Dubai

Imports to Dubai		Exports + Re-Export	
Top 5 Countries		Top 5 Countries	
1	USA 27%	1	Iran 51%
2	Japan 17%	2	Saudi Arabia 13%
3	Germany 12%	3	Pakistan 5%
4	UK (United Kingdom) 7%	4	Oman 3%
5	China 6%	5	Kuwait 2%
Other Import Sources 31%		Other Export Destinations 26%	
Total USD 247,983,633		Total USD 185,181,545	

75%

"I think Automechanika Middle East is an excellent platform to launch into the Middle East. We have been absolutely blown away by the response from the people who have attended this show. These people are keen to get hold of our quality products from Australia and we have literally hundreds of leads to follow up after we leave the show."

Chris Astbury,
Sales Manager,
Mantic Engineering

HS-CODE: 85071000

Automotive Batteries – Imports to and Exports from Dubai

Imports to Dubai		Exports + Re-Export	
Top 5 Countries		Top 5 Countries	
1	South Korea 62%	1	Iran 62%
2	Indonesia 7%	2	Iraq 9%
3	Thailand 6%	3	Saudi Arabia 5%
4	Oman 4%	4	Sudan 4%
5	China 4%	5	Bahrain 2%
Other Import Sources 17%		Other Export Destinations 18%	
Total USD 239,425,794		Total USD 118,170,630	

49%

"For us, the Middle East and the Gulf countries are very important as we have 18 distributors here in the region. Automechanika Middle East gives our partners and distributors a platform to meet under one roof as well as to get in touch with potential customers around the region."

Alexander Bielesch,
Representative,
Sonax GmbH

HS-CODE: 40111000

Tyres for Passenger Cars – Imports to and Exports from Dubai

Imports to Dubai		Exports + Re-Export	
Top 5 Countries		Top 5 Countries	
1	Japan 37%	1	Iran 35%
2	China 18%	2	Iraq 10%
3	Indonesia 13%	3	Netherlands 6%
4	South Korea 10%	4	Kuwait 4%
5	Thailand 6%	5	Kenya 4%
Other Import Sources 16%		Other Export Destinations 41%	
Total USD 735,598,370		Total USD 455,878,806	

62%

HS-CODE: 40112000

Tyres for Buses & Lorries – Imports to and Exports from Dubai

Imports to Dubai		Exports + Re-Export	
Top 5 Countries		Top 5 Countries	
1	Japan 46%	1	Iran 34%
2	China 34%	2	Iraq 10%
3	India 7%	3	Kuwait 9%
4	Thailand 3%	4	Djibouti 5%
5	Turkey 3%	5	Saudi Arabia 5%
Other Import Sources 7%		Other Export Destinations 37%	
Total USD 445,319,455		Total USD 228,904,626	

51%

(*) Source: Statistics Section, Dubai Customs

(1) Figures include: • Dubai Direct Trade • Free Zone Trade • Customs Warehouse Trade

PRODUCT GROUPS

Automechanika Dubai is split into 5 distinct product sections

"There are two reasons why we are always at Automechanika Middle East. First, it is the most important exhibition in the Middle East, and second, the exhibition attracts many customers for all different types of vehicles. This means all our customers are here and therefore it is the simple reason why we are also here."

Marc Sommer, Regional Managing Director, ZF Services Middle East

Parts & Systems

Representing the biggest part of Automechanika Dubai, the Parts & Systems section presents the "Who's who" in spare parts manufacturers and suppliers. In line with the regional business structure, as much as 32% of the exhibitors offer parts and services for trucks. On the visitors' side this is reflected by 49% of the visitors looking for commercial vehicle parts, the remaining 51% is interested in other motor vehicle parts and equipment, 32% being for passenger vehicles.

Professional end-users (Car Repair Shops, Petrol Stations/Service Centres and Governmental Fleet Operators) and Wholesalers (Importers, Exporters, Distributors) make up the two biggest target groups with 28% and 26% respectively.

Product Areas

- **Powertrain:** Engine, gearbox, exhaust
- **Chassis:** Axles, steering, brakes, wheels, shock absorbers
- **Body:** Metal parts, mounted parts, windows, bumpers
- **Roof systems:** Folding roofs, convertible roofs, panoramic roofs
- **Interior:** Cockpits, instruments, airbags, trims, seats, heating, air-conditioning, electrical adjusters
- **Infotainment:** Radios, aerials, navigation systems, telematics, mobile phones
- **Electrics / electronics / sensor systems:** Electrical systems, batteries, headlights, cables, wiring harnesses, control modules, bus systems, driver assistance systems
- **Standard parts:** Fastening elements, thread and securing elements, sealing rings, filters, roller bearings
- **Regenerated parts:** Reconditioned, overhauled parts

Repair & Maintenance

With targeted visitor marketing Automechanika Dubai attracts workshop chains, dealers in workshop equipment, paint and bodyshop centres, fleet operators, main dealers, independent and licensed workshops from the entire UAE, Gulf Countries, wider Middle East and Africa.

Product Areas

- **Workshop equipment and tools:** Lifting gear, testing and measuring equipment, tyre fitting, work clothing
- **Body repairs:** Equipment and material
- **Painting and anti-corrosion protection:** Systems, equipment coatings, anti-corrosion protection.
- **Towing service, accident assistance, mobile services:** Equipment, material/consumables
- **Waste disposal and recycling:** Systems, equipment, services, environmental protection consultancy
- **Dealership equipment:** Shop-fitting / shop systems, sales equipment, office and warehouse equipment, trade literature, forms

Did you know?

In Automechanika Middle East 2012, there were 418 exhibitors (out of 1,324) that carried truck parts and equipment.

AMME 2012 introduced the Truck Competence concept which was welcomed by many visitors.

**Truck
Competence**



Tyres & Batteries

The Tyres & Batteries section at Automechanika Dubai is now a dedicated section within the show.

Tyre manufacturers, suppliers and distributors now have an excellent platform to meet new buyers and existing customers from the region.

Product Areas

- Tyres (Passenger, Bus and Trailer / Truck)
- Tyres (OTR, Agricultural, Industrial / TBR)
- Rims and Tubes
- Tyre Repair Material, Patches, Retreading Material and Equipment
- Batteries

Did you know?

The Tyres & Batteries section started with one exhibitor in 2007 with 9 sqm whereas in 2012 almost 100 exhibitors were present over 5,000 sqm.

Service Station & Car Wash

The climate conditions in the Middle East make more frequent car care necessary than elsewhere. In the past, manual car wash was popular, however, the rising cost of manual labour and tightening of the labour laws continually increase the demand for automated car washing systems. Filling stations in the UAE are now reaching the highest international standards, with a focus on environmentally friendly technology and waste water management.

Product Areas

- **Filling stations:** Filling station systems, filling station accounting systems, security surveillance, convenience, shop-in-shop systems
- **Care:** Washing equipment, equipment for vehicle care, cleaning products
- **Oil and lubricants:** systems, equipment, lubricants, media and consumables



Accessories & Tuning

The Middle East is one of the biggest untapped markets for professional modifications and motorsports.

The car modification scene in the Middle East is still in its early days. As the economies develop, the legal framework will eventually allow more space for professional modifiers to get their work approved.

Automechanika Dubai serves two different purposes: It gives international manufacturers of accessories and performance products the maximum insight into the business in the Middle East. It also enables local companies to start or increase their export business.

Product Areas

- Accessories and special equipment for motor vehicles in general
- Tuning, performance systems (motorsport), design enhancement, optical tuning
- Car trailers and small commercial vehicle trailers, parts for trailers
- Wheels and rims
- Adaptive car accessories



Messe Frankfurt Against Copying

Besides causing considerable economic losses for the companies affected, counterfeit products also represent a danger to road-traffic safety. Many motorists are unaware of the fact that the use of inferior-quality automobile parts can endanger both themselves and others. Thus, with its campaign against product piracy, Messe Frankfurt is making a contribution to safer roads.

Messe Frankfurt advises and supports exhibitors in the fight against product piracy. For exhibitors, it is extremely important that they take steps before the show, to prevent unpleasant surprises during the event. On the one hand, they should first register their trademarks with the Ministry of Economy and then make an appropriate application to the customs authorities who can then stop suspicious consignments, investigate them, take samples and destroy copies.



Epoc Messe Frankfurt GmbH is a member of the Brand Owners' Protection Group (BPG) in Dubai. The Brand Owners' Protection Group seeks the enforcement of intellectual property laws, copyright, patent and trademark protection, and licensing laws in order to protect consumers from counterfeits and all other forms of illicit trade.



مجلس أصحاب العلامات التجارية
BRAND OWNERS' PROTECTION GROUP

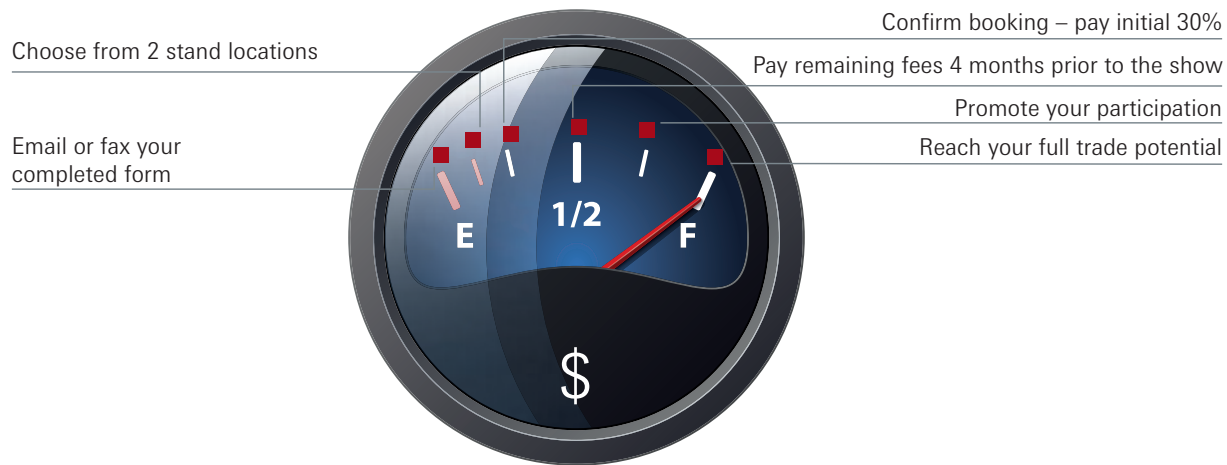


"Automechanika Middle East grows year after year and becomes more popular so we've decided to participate this year. 2012 is our tenth anniversary here and we wanted to meet our existing customers around the Middle East and Africa at Automechanika Middle East. This also gives us the opportunity to meet potential clients and to start new partnerships as well as to showcase our products."

Toshihiro Abe,
VP and Director,
Exedy Middle East

messe frankfurt
against copying

How to become an Exhibitor in 6 easy steps:

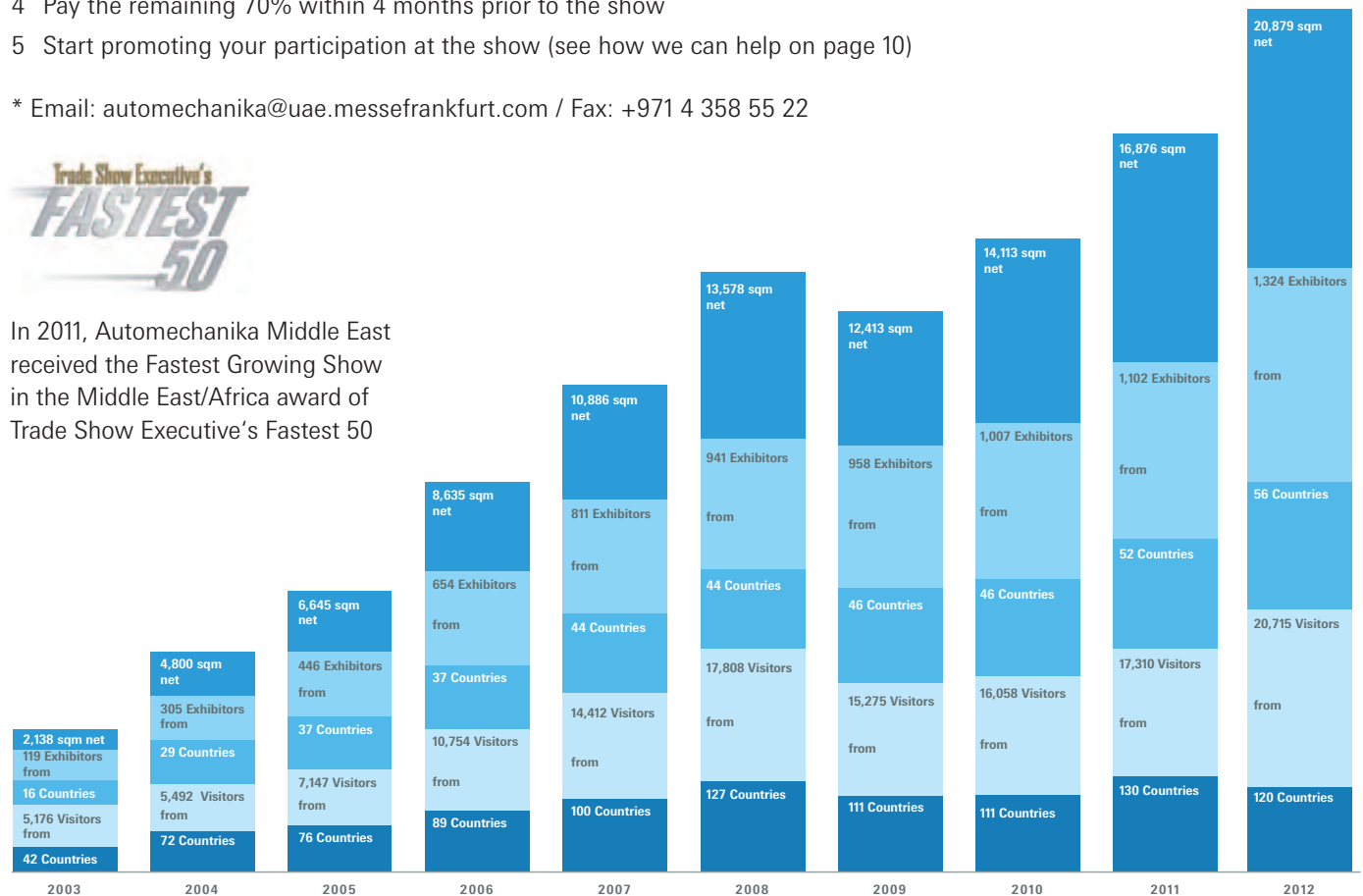


- 1 Complete the booking form and email or fax* it to the Automechanika Dubai Team.
The form can be downloaded from www.automechanikaDubai.com
- 2 Upon receiving your form, we will send you 2 alternative stand locations to choose from
- 3 Once you have chosen your stand, we will require an initial payment of 30% to confirm your booking (see prices on page 12)
- 4 Pay the remaining 70% within 4 months prior to the show
- 5 Start promoting your participation at the show (see how we can help on page 10)

* Email: automechanika@uae.messefrankfurt.com / Fax: +971 4 358 55 22



In 2011, Automechanika Middle East received the Fastest Growing Show in the Middle East/Africa award of Trade Show Executive's Fastest 50



We support you with complimentary services

The Automechanika Dubai team values your presence at the show, which is why we will work hard to ensure your successful participation.

PR

Start spreading the news and tell people why they should visit your stand!

Our in-house Public Relations officer runs a continuous PR campaign throughout the year with increasing activity closer to the show. If you have anything newsworthy to state, we would like to hear from you. It may be that we can include your news in our next press release.

E-newsletter

Spread your company news in a professional and convenient manner.

Every month, an e-newsletter is sent out to our database, which targets the relevant segments of the market. Just as in PR, we can include your stories in the e-newsletter, again giving your company extra exposure to the people that matter to your business.

Printed invitations for your customers

Use the free, eye-catching promotional materials of Automechanika Dubai to communicate directly with your customers and invite them to visit you at your stand.

Order your customised invitations via the online exhibitor's manual.

Personalised E-card

Value your key customers!

With the newly introduced portal for Automechanika Dubai's promotional tools you can now produce an electronic invitation that includes your company details (company name, logo and contact details, etc.) which allows you to invite your clients to the show, using Automechanika Dubai's branding, yet with a personal touch.

Web Banners

A simple step with huge effect.

Integrate the Automechanika Dubai logo or web banner on your homepage, online advertisements or email signature! Download it from Automechanika Dubai's online portal for promotional tools.

"Automechanika Middle East is expanding every year and we were quite surprised about the size of the show, the quality of the booths and different stands, and a lot of big names as well as new players in the automotive aftermarket. Our colleagues and our partners all agree that Automechanika Middle East this year is a real evolution and we are all happy about its size and its expansion. This is good news for us and our customers."

Ulrich Mueller,
Head of Mahle Middle East Branch,
Mahle Aftermarket GmbH

George Mourad,
Head of Sales – Middle East,
Mahle Aftermarket GmbH

Exhibitor's Diary

We have put together a set of various marketing promotion tools that can be used to promote your participation at the show.

(Valid for confirmed exhibitors only)

	2012					2013												
	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	June	June	June	June	June	June	June
												8 th	9 th	10 th	11 th	12 th	13 th	14 th
Booking and payment																		
Submit your Application form before September 30, 2012 to avail early bird discount																		
Ensure 30% of payment is made at time of booking																		
We will allocate your space upon 30% payment																		
Make sure remaining 70% is paid 4 months prior to the show opening																		
Exhibitor Manual will be sent to you																		
Advertise and communicate your participation at the show																		
Announce your participation at the show to the media																		
Submit your product launches, news, accomplishments for the monthly Automechanika Dubai e-newsletter																		
Submit any press releases to our PR department for review. Newsworthy items will be uploaded to our website																		
Order your Visitor Invitations 6 months prior to the show																		
Inform your client database about your participation at the show and send them Visitor Invitations																		
Fill in your company details online for the Show Catalogue entry																		
Arrange appointments with visitors and other exhibitors registered at the event																		
Stand assembly and show opening hours																		
Exhibitor Badges – Complete details online																		
Exhibitor Party – Complete details online																		
Hiring of additional services: Hostesses, furniture, catering																		
Complete forms for stand requirements (e.g. electricity, water, furniture)																		
Stand Assembly – Space Only Exhibitors' access from June 8 - 10																		
Stand Assembly – Shell Scheme Exhibitors' access from June 9 - 10																		
Automechanika Dubai 2013 – Showtime June 11 - 13, 10 am - 7 pm																		
Exhibitor Survey – Please fill in the survey to improve our show even more																		
Booking Form – Please rebook during the show to guarantee your location																		
Show breakdown and stand disassembly* June 13, 7pm - June 14, 12pm																		

*Please note: all valuables and products must be removed on June 13th as soon as possible after show closes.

Pricing Structure of Automechanika Dubai

Row Stand (one side open)	USD 405 per sqm
Corner Stand (two sides open)	USD 415 per sqm
Peninsula (Head) Stand (three sides open)	USD 425 per sqm
Island Stand (four sides open)	USD 435 per sqm
Second floor in double storey stands	USD 100 per sqm
Space only	minimum of 21 sqm

fairconstruction 'Fairconstruction' brand represents the stand construction services provided by Messe Frankfurt. We are pleased to introduce this high quality service to our exhibitors exclusively, starting from USD 65 per sqm. Fairconstruction is at your service with 10 different ready-made designs along with the flexibility of fulfilling your complete design requirements – that's the home advantage for you!

In addition to stand space as above, Fairconstruction is mandatory for stand sizes up to 21 sqm

For furniture requirements, please refer to the furniture list in the exhibitor manual.

Please contact fairconstruction@uae.messefrankfurt.com for further information.

Early-bird discount

5% off space-only price for bookings received by September 30th, 2012.

The discount is applicable only if the booking is accompanied by payment of 30% of the space rental fee or a post-dated cheque amounting to the complete rental fee (due not later than October 14th, 2012).

"Thanks for such a fantastic Automechanika event! Our exhibitors were certainly happy."

Ben Bartlett,
Senior Manager –
Government Relations & International,
Australian Automotive
Aftermarket Association (AAAA)





Selected Sponsorship Opportunities

Automechanika Dubai offers selective branding and promotional opportunities ONLY to exhibiting companies.

To stand out amongst your competitors and co-exhibitors choose from the following selected sponsorship packages. More packages are available upon request.

Gala Dinner – Exhibitors & VIP

Your organisation is guaranteed to receive maximum branding amongst well over 3,000 industry professionals, VIPs and Media.

Visitor / Exhibitor Lanyards

Over 25,000 lanyards will be printed. It is a must for each visitor to wear their badge during the exhibition. This allows you to expose your brand to visitors / buyers.

Visitor Badge

Over 25,000 badges will be printed. It is a must for each visitor to wear their badge during the exhibition. This allows you to expose your brand to visitors / buyers.

Exhibition Bag

25,000 bags will be printed. Each visitor will be given a carry bag free of charge upon their arrival at the venue.

If your preferred branding opportunity is not listed, don't worry – just call us. We have tailor-made packages suiting your requirements and budgets. Sponsorship opportunities at Automechanika Dubai are very limited. Contact us now to avoid disappointment. Email: sponsorship@uae.messefrankfurt.com with subject line: Automechanika Dubai.

"The reason why we have decided to become the platinum sponsor once again was because of the positive results and success we got from last year's show."

Aftab Khan, VP of Marketing, ZAFCO

Sponsors:



Dubai: Well worth a visit

At just five hours from Europe and Asia, Dubai makes for the perfect city break thanks to its superb beaches, exceptionally competitive shopping and exciting nightlife. Due to its infrastructure, tourist amenities and relatively liberal policies, Dubai has managed to shine brighter than any other city in the world.

Having expanded along both banks of the Creek, Dubai is divided into two parts – Bur Dubai on the one and Deira on the other side. Each part has its share of fine mosques and busy souks, beachparks, public buildings, hotels, office towers, banks, apartments and villas.

Visitors to Dubai can enjoy world class facilities, such as golf courses, spas, shopping malls and even skiing, dip their toes in the waters of the Gulf or just take in the beat of the city. Dubai blends the old-world charm of Arabia with an ultra-modern way of life. Here dusty villages and ancient houses sit beside luxurious residential districts and skyscraper business towers as well as shopping malls and fine restaurants.

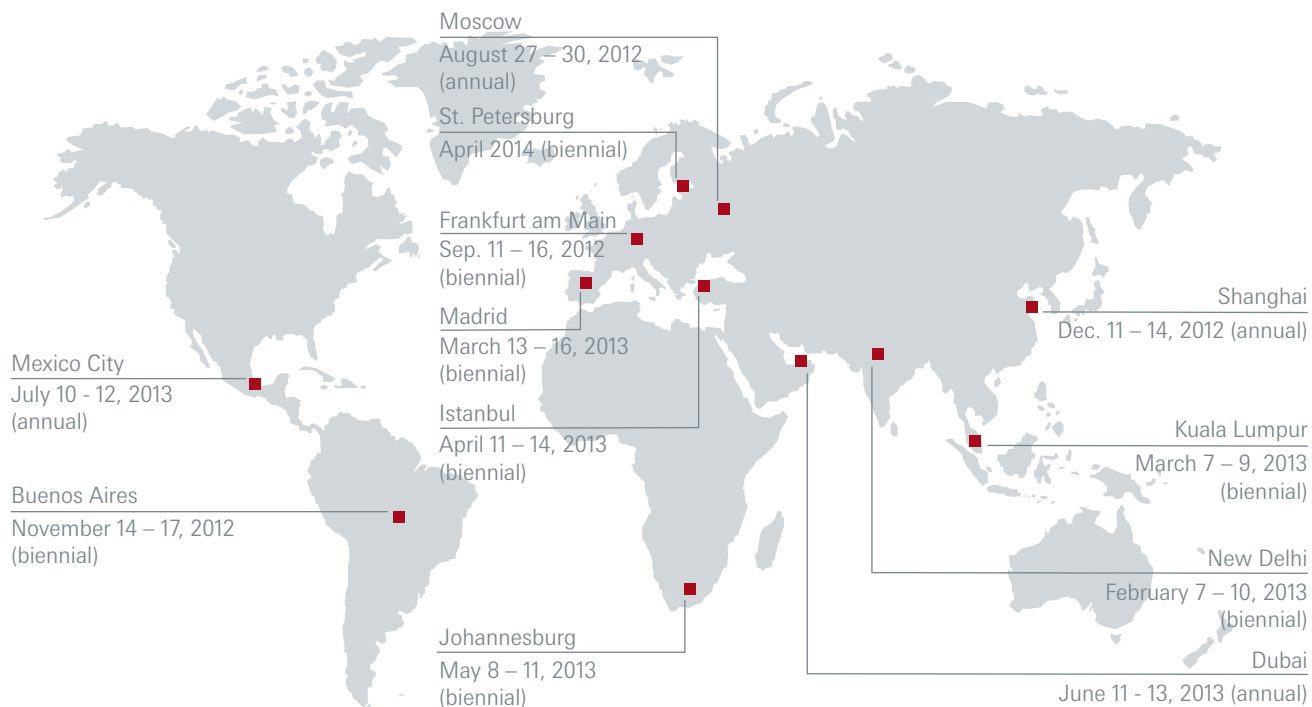
Dubai is both a relaxing escape for the visiting tourist as well as a dynamic international business hub. It is also a city where the sophistication of the 21st century goes along with the simplicity of a bygone era. Whilst visitors and residents enjoy an international lifestyle it is important to appreciate the culture of Dubai which is deeply rooted in the Islamic traditions of Arabia.

Image, direct flights, easy freight access, world class accommodation, simple visa regulations, liberal trade regulations – the cornerstones of successful exhibition destinations are all met by Dubai and the United Arab Emirates.

Interesting Facts about Dubai

- Dubai's Mall of the Emirates features an indoor ski slope, measuring 400 metres and using 6000 tons of snow. It has 22,500 sqm of ski area with 5 slopes, which features the world's first indoor black run (400m long).
- Burj Khalifa is the world's tallest building, standing 828 metres high with 162 floors. It features the world's highest and fastest elevator (64km/hr or 18m/s) and can reach from ground to top floor in 1 minute.
- Dubai Mall is the largest shopping mall in the world – over 1,200 stores, covering an area of 1.12 million sqm and 14,000 parking spaces.
- Dubai Aquarium & Underwater Zoo in Dubai Mall is the holder of the Guinness World Record for the 'World's Largest Acrylic Viewing Panel' – measuring 32.9m wide x 8.3m high x 750mm thick and weighing 245,614 kg. It holds 10 million litres of water for its 33,000 aquatic animals.
- The Dubai Fountain is 275m long (equal to two football fields), shoots water 150m into the air and is 25% larger than the fountains at Bellagio in Las Vegas.





Our contact details:

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Email: automechanika@uae.messefrankfurt.com

Website: www.automechanikaDubai.com

Organiser

Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 467.5 million euros in sales and 1,725 active employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries and approximately 50 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2011, Messe Frankfurt organised 100 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: **www.messefrankfurt.com**

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